

Outreach and Education RMS



Recommendation 9, Chapter 2

Update 2009

- California should increase public understanding and awareness of where our water comes from as well as the value and importance of water, water quality, and water conservation to people, ecosystems, and California's economy.



Recommendation 9, Chapter 2

Update 2009

- It is the responsibility of State government to help the public understand the importance of efficient water use, how to protect water quality, how their actions can benefit or harm the watersheds from which they receive their water and the watersheds in which they live, play, and work.



Recommendation 9, Chapter 2

Update 2009

- DWR and other State agencies should make public outreach and education a priority
- Outreach should include high-quality, balanced water information, including programs as part of early grade school education
- Water conservation and water use efficiency which must become a public ethic



Recommendation 9, Chapter 2

Update 2009

- Californians are not sufficiently aware of the critical issues confronting them.



Besides Recommendation 9

- “Outreach” in the 2009 Water Plan is nearly entirely focused on the Water Plan’s own outreach efforts, to tribes and stakeholders.
- “Education” comes up in data management and in flood preparedness, but only as a mention.
- RMS’s each – have recommendations for education, local action

The 2013 Water Plan Update will add an RMS about using Outreach and Education as a means of changing the public ethic, alerting people to the critical issues in water, or connecting people with their watersheds.



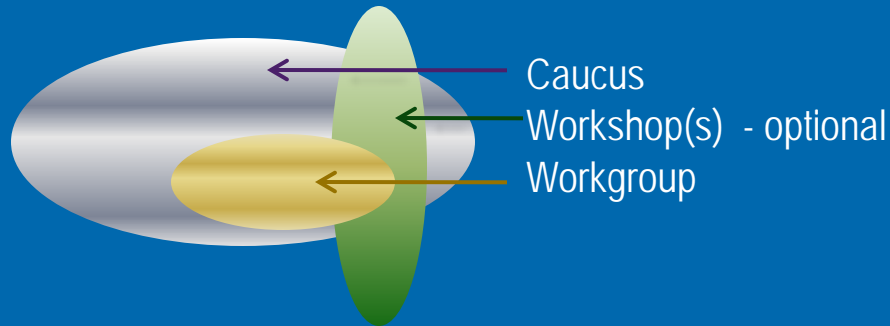
Caucus and/or Workgroup?

- Both alternatives have the same result: a completed Outreach and Education RMS Chapter
- Each RMS has a Workgroup
 - Even if they have a Caucus
- Each group develops a scope of work
 - Caucuses develop a charter in addition to other documents
- Broad workshop(s) can be a component of both

Please complete your questionnaire and leave it for us – please write legibly!

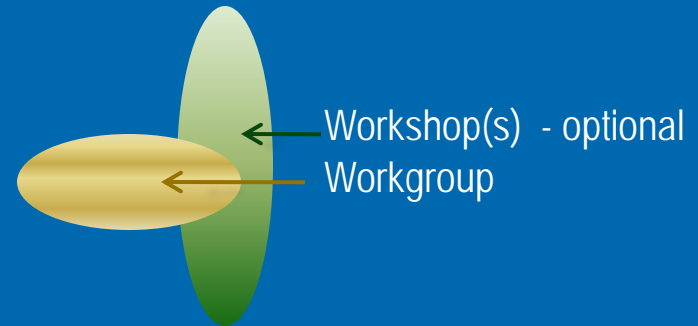
Caucus and/or Workgroup?

Outreach and Education Caucus




- Larger deliberative group that engages in dialogue to create policy options and develop recommendations
- Many hands make light work?
- Group develops a charter in addition to other products – more process-heavy option

Outreach and Education Workgroup



- Less formal group that works together to create work products (which are generally vetted through workshops)
- Fewer people for heavy lifting
- Slightly more streamlined approach works well for less-contentious issues

Topics for table discussion

- Demographics: Underserved Sub-communities, grassroots communication: latino, asian
 - Buying bottled water fearfully?
 - Getting the word out.
 - Public information campaigns
 - Technological tools/ best practices/ resources
 - Creating a cultural shift (by 2050).
 - K-12 curriculum
 - District/customer relations
 - Using sociology in water planning.
 - Measuring public attitudes
 - Understanding behaviors and values:
 - conservation, disaster preparedness
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Questions to Keep in Mind

- What content areas should the Outreach and Education RMS cover?
- What can the state do to support local public information officers?
- What tools are available that can be leveraged?
 - CUWCC, WEF
- What best practices have been established in this field?

Discussion

- Developing a water ethic
- Talking about emerging constituents
- How will this be used? Social Media
- Education curriculum exists – not implemented
- WP influences implementation and
- Sociology of Water – study at
- Change behavior – final product, not raise awareness
- Inclusion of ag water use
- Implementation – agree in general, not on specifics,

An RMS

- 10-20 page chapter, with a pre-determined outline:
 - Description/ Current state of Outreach and Education
 - Potential Benefits
 - Potential Costs
 - Major Issues
 - Recommendations
 - References

Housing development and Water

- Conservation rate structure at water districts reduces excess use
- SBX7 supports some of this 20x2020
- Work with land use planners to get the message to them – they aren't so busy right now – opportunity?
- Tell them now how to do the right things in the future



Underserved/Disadvantaged Communities

- Gets really complicated really fast
- Rural and underserved may not have access to twitter, etc, who are you trying to reach?
- Access to quality drinking water that is usable and safe
- Balancing who, what, when and why between No Cal and So Cal
- Reaching targeted audiences, what do they need to hear
- Effect of where water comes from how does it

Getting the Word Out

- Do we want to reach users or managers?
- Do inventory of water materials (WEF, DWR, SNC)
- List of tools and materials specifically for the Water Plan with links to the materials
- Sort on a regional basis
- Further defined by demographics and topics
- Outreach networks – links to different organizations
- Common denominator among the state of california is access to resources, like drivers ed then resources ed, if you want to use then you need to

Cultural Shift by 2050

- Ron Goode! Land Lesson.org to incorporate land tenure into K-12 curriculum: env. Sci.
- Survey success stories: Australia – devastating drought caused behavioral change
- Afterschool programs so not overwhelmed by testing
- Scouts , childrens museums, other places
- Ag: work with RCDs
- Incorporate water awareness books for reading materials

Sociology

- Areas in development – Fresno state is studying can we develop an ethic?
- Las Vegas is doing work in Sociology – successful
- Saving water: economics of the decision, sociology
- Real price of water – how do you determine
- Politics lose office for advocating rate stabilization – concern
- Disasters require mind shifts, can you talk about it or do you need to experience the disaster – semi disasters: drought and recession – influence the

Next Steps

- Working Draft by January 2012
- Public comment/workshops in early spring
- Incorporate public comment in May/June.



General Comments

- How to structure this RMS so it is in line with others this is more nebulous than others – we don't have an answer yet, we have heard a need and are bringing people together to work on this: Innovation: improving water planning processes and governance – good communication and shared resources so we, as a water community, can benefit from the work of others. Pulling ideas together and memorializing them, library and resource kit for Water 101 pulling the information together can save lots of time and get best ideas and practices together in full view and transparency. How to create the toolbox, Infrastructure and Institutions.
- Are we going to write down that there is a disconnect now and create recommendations on how to overcome them? This group has a good option.
- Should this be an RMS chapter or is it an umbrella topic, could it be a sub-heading under each RMS or maybe all:
- Intro topic on education, chapter and as a component of each RMS
- Figure out what public perceptions are relative to the water reality and explore the disconnect
- Perception matters, water recycling is proof, public discussion and acceptance is important to implementation and



Adjourn

We will review the
questionnaires and
make contact with
identified individuals.

Contact:

➤ Megan Fidell:

- mfidell@water.ca.gov

Enjoy your break and we'll see you in the main room at 10:45.
Don't forget about tonight's reception.

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